



The Numbers Hunt

Numbers, any sports fan knows, make the game more understandable and enjoyable. That's why sports pages are loaded with small-print lists of, to take baseball as an example, box scores, standings, and league leaders in homers, RBIs, ERAs and more. Ditto for any sport. Ditto, too, for the watch game. A number of you, as I do, enjoy seeing watch-industry data. Reader Jim Swigert is one. He writes: *"One thing I would love to see in a future issue is a table or chart of the major watchmakers (define that how you will) with details on how many watches they make, revenues, locations, number of employees, how long they've been around, that kind of stuff. I've seen this information scattered throughout your issues, but I was hoping to see if summarized somewhere."*

Jim's suggestion is terrific and if we could, we would. Unfortunately, the database for the global watch industry is very spotty. The main problem is that the vast majority of watch companies are privately held and do not disclose financial or production data. What's

But all is not lost. As Jim noted, *WatchTime* does track down data and publishes it when we get it. In the last issue, for example, we presented the advertising expenditure of watch companies in the United States, information you will not see anywhere else. In this issue, you'll find an analysis of the world watch production data by type (mechanical, analog quartz, digital quartz) over the past five years as well as a heads-up on the fact that the U.S. is on its way to losing its long-held position as Switzerland's number one export market (See our story, "We're Number 2!").

What's more, we've introduced a new page for all you crazy number-crunchers. It's called The Ticker. Each issue we'll publish there a dozen watch or watch-industry related numbers that have caught our attention and that we think merit yours. There will still be data scattered throughout the issue, as Jim observed, as part of feature stories and columns. But on The Ticker page, numbers dominate for the sheer inherent fun and fascination of them. Our hunch is that there will be at least one number on each Ticker page that you'll find interesting, or even better, amazing. (I can't decide if the most amazing number on the Ticker page in this issue is the purchase price that LVMH paid for Hublot or the price of the new Seiko Spacewalk watch.)

The Seiko Spacewalk is one of a ton of new watches in this issue, part of our second wave of coverage of the Baselworld and SIHH fairs in April. We've already managed to test one of the newbies, the IWC Da Vinci, a member of the firm's new Vintage collection launched at SIHH. The test is part of this issue's in-depth double-feature cover stories on IWC. Look for more reporting on the new watches in our next issue.

Joe Thompson
Editor-in-Chief

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more, those that are publicly traded, such as the Swatch Group, Richemont, and the Movado Group, disclose consolidated figures but do not break sales down by brand. Information like the year a firm was founded or the number of employees is generally easy to get. Much less available is accurate information on company production and sales. It makes it impossible to offer a thorough industry overview.